

**Amendments to the Claims:**

Claim 1. (currently amended) A loyalty suite business method for planning, targeting and managing profitable customer relationships for a client enterprise comprising the steps of:

- 5           (a) developing hypotheses and a data framework;
- (b) reviewing the client enterprise business strategy for adequacy and reviewing the client enterprise customer strategy and data for adequacy;
- (c) identifying projects to close data gaps to develop a customer-centric strategy;
- (d) analyzing business context and strategy and analyzing customer strategy and  
10 information;
- (e) developing a customer centered strategy;
- (f) identifying client enterprise level gaps including marketing gaps, sales gaps and service gaps;
- (g) developing a customer loyalty roadmap;
- 15          (h) using the data framework, determining an inside-out view of customer wants and needs and determining an outside-in view of customer wants and needs;
- (i) validating the outside-in view of customer wants and needs;
- (j) prioritizing customer needs for action and/or investment;
- (k) developing a capability model and key enablers;
- 20          (l) recommending target customer-centric initiatives;
- (m) reviewing the client enterprise business and information technology environment;
- (n) developing a customer value index and customer loyalty management approach; and
- 25          (o) testing and defining the customer value index and customer loyalty solution ~~strategy.~~ strategy;
- (p) implementing business practice changes in accordance with the capability model.

Claim 2 (original). The loyalty suite business method recited in claim 1, further comprising the step of identifying those factors which drive loyalty from a customer perspective.

5 Claim 3 (original). The loyalty suite business method recited in claim 2, further comprising the step of determining enablers and capabilities needed to execute on delivering loyalty-based customer value through a client's process and/or channels as well as an on-going management system.

10 Claim 4 (original). The loyalty suite business method recited in claim 1, further comprising the step of determining a value received by customers from a product or service.

Claim 5 (original). The loyalty suite business method recited in claim 5, further  
15 comprising the step of identifying and prioritizing moments of truth interactions to further define opportunities to create customer satisfaction.

Claim 6 (original). The loyalty suite business method recited in claim 5, further  
comprising the step of identifying critical customer value propositions that must be done  
20 and which business systems must be capable of doing in order to create satisfied, loyal customers.

Claim 7 (original). The loyalty suite business method recited in claim 6, wherein the  
value propositions lead to dependencies and prerequisites that must be present in the  
25 infrastructure to support essential capabilities and management systems.